

x Lorillard

2.50

\$ increase

\$250 per thousand

Program Offer:

w/o 12/12	250%
w/o 12/19	200%
w/o 12/26	200%

<u>YEN</u>	<u>LAST</u>
3 1/2	1 wk

Plus: 14 days additional dating

Base Period: 1/88 - 10/88 $34993 \div 43.451 = 805.3$

x Liggett

\$ increase

\$2.50 per thousand on all brands
including Generics

Program Offer:

w/o 12/12	100%
w/o 12/19	100%
w/o 12/26	100%

BTW 12/15 1988 prices effective with
100% 12/19 1988
3 mos Nov 88
5095 ÷ 12/19

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